

CASE NO.: STL9-2000-0037-US1

Serial No.: 09/922,201

March 25, 2008

Page 4

PATENT

Filed: August 2, 2001

**Remarks**

The allegation that the limitation of Claim 2 of allowing a user to create an advertising window is taught by Rakavy at col. 11, lines 45-59 is wrong. The relied-upon portion of Rakavy teaches techniques for presenting advertisements that do not implicate a user defining anything:

"Additional aspects of the present invention utilize a variety of techniques for presenting the Advertisements 50. These techniques include displaying advertising as the background "wallpaper" of the display or modifying the cursor to include an advertiser's logo or other symbol. Additionally, small advertising logos or other advertising content may be placed on the Display Device 513 either at a fixed location on the Display Device 513 or fixed relative to user display windows such that when the user display window is moved on the display the advertisement will move with the window. In the preferred Windows-95 environment, these functions *are performed through system calls* as described in the Win32 Programmer's Reference Manual, available from Microsoft" (emphasis mine).

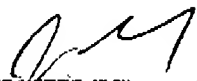
Thus, as plainly taught by Rakavy, "system calls" - not user commands - execute the examiner's relied-upon teaching, which suggests only that advertising can be displayed as background "wallpaper" (without implicating user commands), used to modify a cursor (no user commands implicated), or automatically placed at a fixed display location or relative to separate and undiscussed user display windows as dictated by the system calls, not the user.

1176-SAMS

CASE NO.: STL9-2000-0037-US1  
Serial No.: 09/922,201  
March 25, 2008  
Page 5

**PATENT**  
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